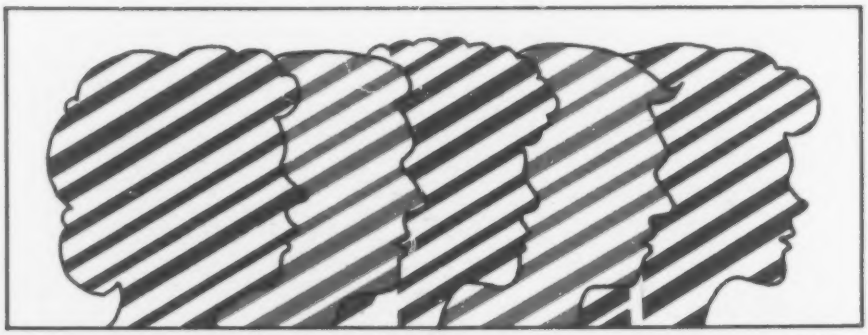
A 4950-13 7/83



Supermarket Shoppers' Profile

FMI
FOOD MARKETING INSTITUTE

The Food Marketing Institute (FMI) is a non-profit association that conducts programs in research, education and public affairs on behalf of its 1,100 members—food wholesalers and retailers and their customers in the United States and overseas. FMI's domestic member companies operate over 17,000 retail food stores with a combined annual sales volume of $120 billion—half of all grocery sales in the United States. More than two-thirds of FMI's membership is comprised of independent supermarket operators or small regional firms. Its international membership includes more than 100 members from 37 nations.

Supermarket Shoppers' Profile

Conducted for
Food Marketing Institute
by
Dr. Valarie Zeithaml
Business and Technological Research Division
Texas Engineering Experiment Station
Texas A&M University

PUBLISHED BY:
The Research Division
Food Marketing Institute
1750 K Street, N.W.
Washington, D.C. 20006

PRICE:
FMI Members: $10.00
Non-Members: $20.00

Copyright 1982
Food Marketing Institute
USA

Survey Highlights

The following is an overview and summary
Food Marketing Institute's profile

1. **Males are assuming sole or joint responsibility for approximately 40% of today's supermarket shopping trips.** Single and divorced men, as well as married men sharing the food shopping responsibility, accounted for four in every ten shoppers observed in the study. Specifically

- 30% of the shoppers observed were males, either shopping alone (28%) or shopping in groups of two or more (2%).
- 10% of the shoppers were male-female couples.

2. **On Thursday, Friday and Saturday the average shopper in our sample**

- spent 20.6 minutes in the supermarket and $26.80 on his or her purchase (resulting in an average expenditure of $1.37 per minute).
- reported visiting 1.9 different supermarkets in the test week, and claimed 2.3 weekly shopping trips.
- reported total weekly supermarket expenditures of $69.42.

3. **Male and female shoppers behave differently in the supermarket, possess different attitudes toward shopping, and use information related to shopping to different degrees.** Of particular note were the findings that

- males spent less time on their shopping trips and less money (per trip and per week) than females.
- males reported more brand loyalty than females.
- males planned for supermarket shopping less, used supermarket information less, and emphasized economy less than females.
- males agreed more than females with the statement, "Grocery shopping takes too much time."
- males disagreed more than females with the statement, "Grocery shopping is an important task for me to perform."

4. **Working women and non-working women show marked differences in their attitudes toward supermarket shopping, in their shopping behavior, and in their use of information for shopping.** We classified the women who answered our questionnaire into four groups. "Stay at home" and "plan to work" groups described the non-working women, while "just a job" and "career" described the working women. We found that

- the "stay at home" group personified the traditional supermarket shopper—planning more, using supermarket information more, and economizing more than the other groups of women.

of the most important findings of the of supermarket shoppers.

- the "stay at home" group felt that grocery shopping was a more important task than the other categories of women.
- the "stay at home" group spent less money (per week and per family member) on groceries and visited a larger number of supermarkets to shop.
- the "career" group was at the opposite extreme from the "stay at home" group—emphasizing planning, use of information, and economy less than the other groups of women.
- the "career" group indicated that shopping was neither as enjoyable nor as important as the other groups of women.

5. **Married and single shoppers place different emphasis on supermarket shopping.**

- Single shoppers did not view grocery shopping as an important task to the degree that married shoppers did.
- Single shoppers did not focus on economy or planning as much as their married counterparts.
- Single shoppers claimed lower usage of nutritional labelling and product freshness dates.

6. **Shoppers of different ages varied in their supermarket shopping behavior and attitudes.** Of particular interest were the findings that

- elderly consumers (65 and over) view grocery shopping as more enjoyable and more important than consumers in the other age groups. They also reported the greatest amount of planning, the highest usage of information, and the greatest emphasis on economy when compared to consumers of all other ages.
- the 40-49 year-old group spent almost twice as much **per week** and considerably more **per person** on groceries than most of the other age groups.
- the youngest group of shoppers (18-24) prepared shopping lists less, used information (unit pricing, product freshness dates, newspaper advertising) less, and shopped for store specials less than any other age group. They also viewed grocery shopping as less important than any other age group.

7. As might be expected, **income of the shopper affected shopping behavior and attitudes.**

- In general, shoppers whose incomes were higher deemphasized budgeting compared to other groups and engaged in behavior such as redeeming coupons, shopping for grocery specials, and checking prices in the stores to a lesser degree than the lower income groups.
- Urban store customers engaged in planning and economizing activities more than their counterparts in the suburban stores.
- Urban shoppers spent less time shopping in the surveyed trip, perhaps because they spent less money (on the present trip and on weekly grocery expenditures) than suburban customers.

Table of Contents

Survey Highlights 2

Introduction 7

- Content of Study 7
- Demographic Profiles of Supermarket Shoppers 7
- A Note on the Organization of this Report 7

Chapter I: Grocery Shopping Behavior: Males versus Females 9

- Composition of Supermarket Shoppers by Sex 11
- Composition of Urban and Suburban Supermarket Shoppers in Terms of Sex of Shopper 11
- Composition of Sex of Shoppers in Four U.S. Cities 12
- Comparison of Shopping Behaviors of Males and Females 13
- Comparison of Mean Responses by Males and Females on Supermarket Shopping Scales 14
- Responsibility for Food Shopping: Males versus Females 15
- Descriptions of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Males vesus Females 16

Chapter II: Grocery Shopping Behavior: Working Women versus Non-working Women 17

- Comparison of Shopping Behaviors of Working and Non-working Women 19
- Comparison of Mean Responses of Working and Non-working Women on Supermarket Shopping Scales 20
- Responsibility for Food Shopping: Working versus Non-working Women 22
- Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Working versus Non-working Women 23

Chapter III: Grocery Shopping Behavior: Married versus Single Shoppers 25

- Comparison of Shopping Behaviors of Married and Single Shoppers 27
- Comparison of Mean Responses of Married and Single Shoppers on Supermarket Scales 28
- Responsibility for Food Shopping: Married versus Single Shoppers 29
- Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Married versus Single Shoppers 30

Chapter IV: Grocery Shopping Behavior: Income Groups 31

- Comparison of Shopping Behaviors of Four Income Groups 33
- Comparison of Mean Responses of Shoppers in Four Income Groups on Supermarket Shopping Scales 34
- Responsibility for Food Shopping: Differences in Income 36
- Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Differences in Income 37

Chapter V: Grocery Shopping Behavior: Urban versus Suburban Shoppers 39

- Comparison of Shopping Behaviors of Urban versus Suburban Shoppers 41
- Comparison of Mean Responses of Urban and Suburban Shoppers on Supermarket Shopping Scales 42
- Responsibility for Food Shopping: Urban versus Suburban Shoppers 43
- Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Urban versus Suburban Shoppers 44

Chapter VI: Grocery Shopping Behavior: A Comparison of Three Age Groups 45

- Comparison of Supermarket Behaviors of Shoppers in Three Age Groups 47
- Comparison of Mean Responses of Shoppers in Three Age Groups on Supermarket Shopping Scales 48
- Responsibility for Food Shopping: Three Age Groups 50
- Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Three Age Groups 51

Methodology 53

Introduction

Twenty years ago, the profile of the primary household food shopper would have been relatively easy to delineate: female, housewife, possibly mother. Describing the typical supermarket shopper of the 1980s, however, is not as simple a task. Today, with the changing social trends of later marriage, single parent families, and more frequent divorce, many shoppers are not the typical female-wife-mother of the 1960s. And with the entry of women into the workforce and associated changes in family roles, many wives and mothers are not assuming sole responsibility for food shopping.

The study reported here was designed to update our knowledge of today's supermarket shoppers and to profile the important subgroups which we isolated. Who shops for food? Do differences exist in the way males and females shop? Young and elderly consumers? Married and single consumers? Do these different groups view grocery shopping in the same way? To what extent do the different groups engage in traditional shopping behaviors such as preparing shopping lists, budgeting for food, shopping for store specials? Do these groups use information (e.g., unit pricing, product freshness dates, nutritional labelling) to the same extent?

Our study was conducted in supermarkets in four United States cities during the summer of 1982. Over 13,000 customers were observed and 1,433 were randomly selected for interviews. These shoppers provided insights previously unreported concerning the shopping habits, attitudes, and behaviors of people in the supermarket.

Content of the Study

One of the most important questions we investigated was: "What percent of today's supermarket shoppers are female and what percent are male?" In addition to this basic question, we measured the following characteristics about individual shoppers.

- **Grocery Shopping Behaviors.** We recorded the number of minutes shoppers spent from the time they entered the store until they reached checkout. We also noted their total purchase amount, and calculated the dollars spent per minute. We asked customers how much they spent weekly on groceries and calculated the amount they spent per family member. Finally, we asked customers how many supermarkets they visited in the week prior to the survey and how many times they shopped in a typical week.
- **Attitudes toward Grocery Shopping.** We asked three questions designed to reflect shopper attitudes toward grocery shopping: "Grocery shopping is an important task for me to perform," "Grocery shopping is a fun way to break out of the normal routine," and "Grocery shopping takes too much time."
- **Amount of Planning for Grocery Shopping.** The stereotype of the traditional supermarket shopper assumes that shopping lists are prepared, that lists are planned around items mentioned in the newspaper advertising, that coupons are cut out and redeemed, and that budgeting takes place. We set out to discover to what extent different groups of shoppers actually performed these assumed shopping behaviors.
- **Use of Supermarket Information.** We wanted to find out to what degree different groups of shoppers used unit pricing, product freshness dates, nutritional labelling, and newspaper advertising in their supermarket shopping.
- **Extent of Economizing.** We asked questions concerning the use of coupons, unit pricing, item pricing, and store specials to measure the extent to which different groups of shoppers were economy-minded.

Demographic Profiles of Supermarket Shoppers

We focused on six different groupings in order to examine the demographic profiles of supermarket shoppers.

- Males and females
- Working and non-working females
- Married and single (including divorced and widowed) shoppers
- Shoppers who are 18-24, 25-39, 40-49, 50-64, and 65 and over years of age
- Shoppers with family incomes under $7,500, $7,500 to $14,999, $15,000 to $24,999, $25,000 to $34,999, $35,000 to $44,999, $45,000 to $54,999, and $55,000 and over

A Note on the Organization of this Report

Presented in the following pages are the detailed findings of our survey. Each of the six major sections describes one of the demographic groupings (e.g., males and females) and includes data on all of the measures. At the end of the report is a section which describes the methodology used to collect the data.

Chapter I:

Grocery Shopping Behavior: Males vs. Females

Our study revealed a number of intriguing findings about males and females in the grocery store. First, and most surprising, was the high percentage of males observed shopping in the supermarkets. As shoppers entered the store, we counted the number of "shopping units," that is, the number of individuals, couples, and groups. Over 28% of the shopping units in the supermarkets we studied were males shopping alone, almost 2% were males shopping in groups of two or more, and 10% were males shopping with a female. Therefore, in over 40% of our observations, males were the sole shopper or the co-shopper (Chart 1). Slight differences were observed between urban and suburban supermarkets (Chart 2), and among the four cities (Chart 3). The overall finding that about 1/3 of supermarket shoppers are male (40% are male when you count males shopping with females) revealed that a large percentage of males were assuming responsibility for grocery shopping.

Given this unexpectedly high percentage, we wanted to know if the males' behavior in the supermarket was similar to that of the females. We found differences which were significant statistically (i.e., differences which have a very low probability of occurring by chance alone) in more of the shopping behaviors than we found similarities. Table 1 presents the averages of the shopping behaviors of males and females in graphic form. Significant differences exist between the time spent in the supermarket (males spent less), the amount spent on purchase and per minute (males spent less), and on weekly grocery expenditures (males spent less). An interesting observation was that males spent **more** per family member than did females.

A comparison of males and females with regard to planning for supermarket shopping, usage of supermarket information, and extent of economizing reveals profiles that differ considerably. As shown in Table 2, males tend to plan less than females: they do not prepare shopping lists, do not budget, do not plan their shopping lists around items mentioned in newspaper ads to the same degree as females exhibit in these planning behaviors. Males usage of supermarket information (unit pricing, product freshness dates, nutritional labelling, and newspaper advertising) is significantly lower than that of females. Males also appear to be less-economy minded, as revealed in their lower reported shopping for store specials, use of unit pricing, redemption of coupons, and checking of grocery prices. Males reported more brand loyalty than females.

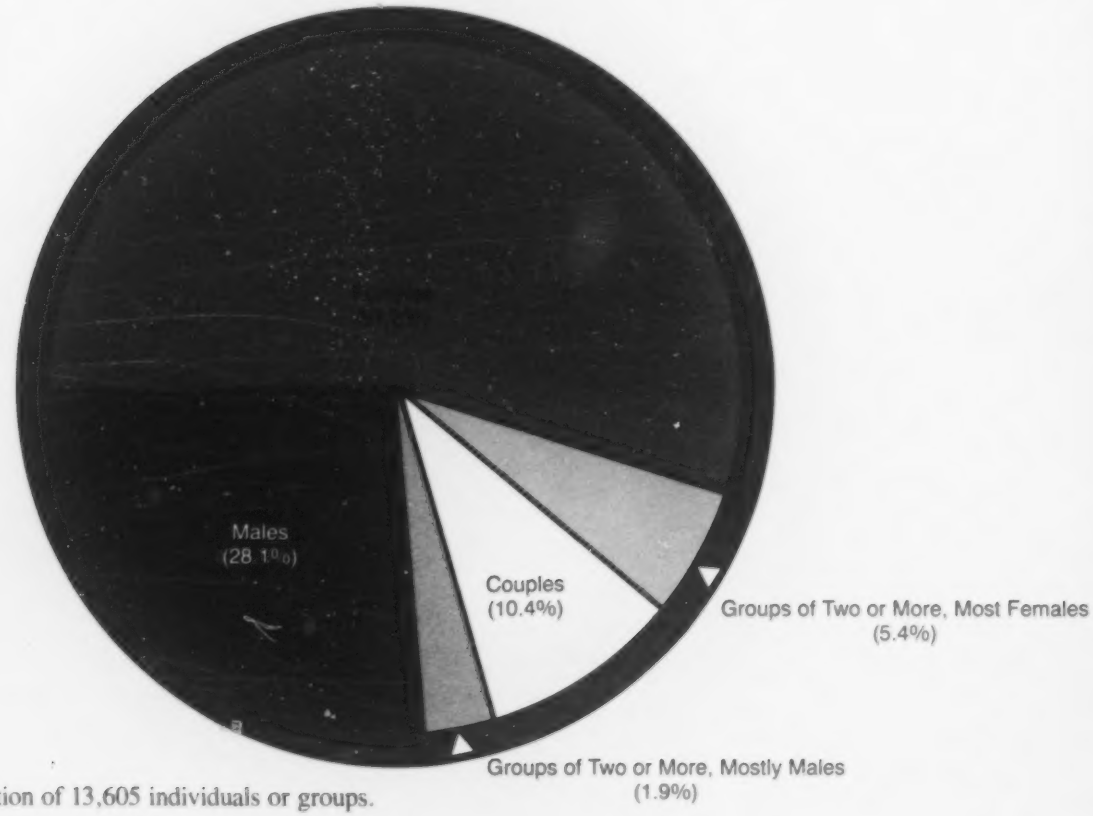
Table 2 also reveals attitudinal differences between males and females. When compared to the females, males indicated that grocery shopping was not as important a task for them to perform. Males, however, did not agree as much as the females with the statement, "Grocery shopping takes too much time."

Table 3 reveals differences between males and females in the household responsibility for food shopping. As shown in the table, a smaller percentage of males assume total responsibility for food shopping (41%) compared to females (72%). While 22% of the males reported that they did half or less than half of the food shopping for the household, only 3% of the women shopped for half or less of the family groceries. Females shared responsibility for shopping with their husbands 48% of the time while males shared responsibility with their spouses 32% of the time.

Descriptions of the surveyed shopping trips and amounts of regular shopping completed at the test grocery store were factors on which males and females did not differ significantly (Table 4).

Chart 1 Composition of Supermarket Shoppers by Sex

Base: All Stores*

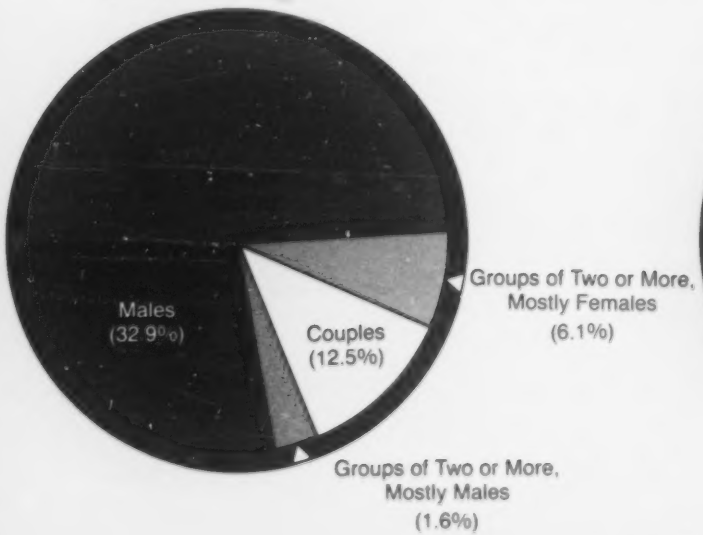


*Based on the observation of 13,605 individuals or groups.

Chart 2 Composition of Urban and Suburban Supermarket Shoppers in Terms of Sex of Shopper

Urban

Base: 4,770 shoppers or groups



Suburban

Base: 8,835 shoppers or groups

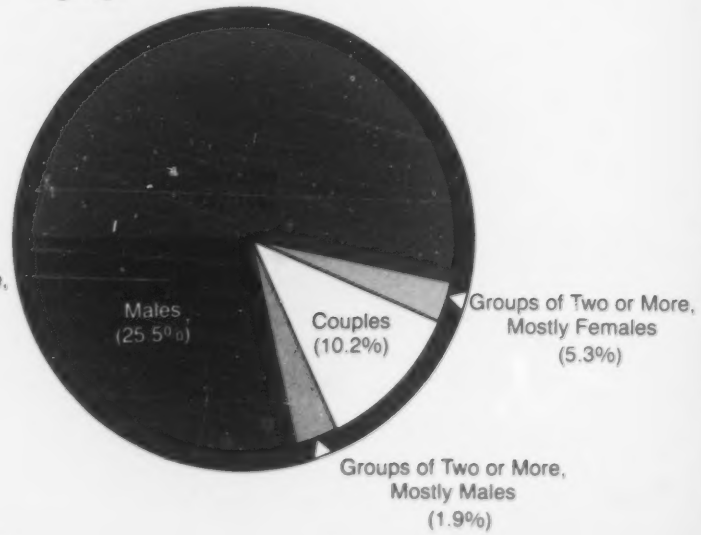
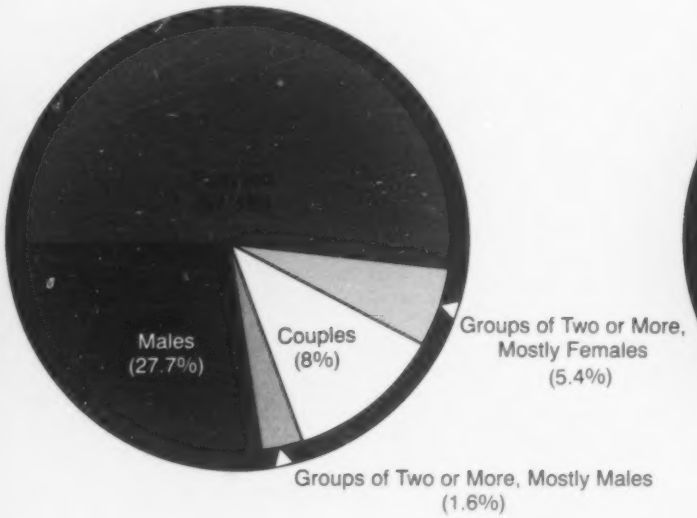


Chart 3 Composition of Sex of Shoppers in Four U.S. Cities

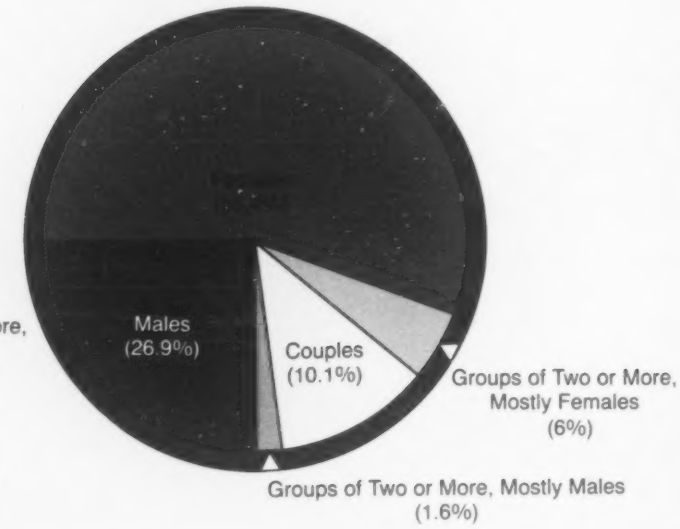
Minneapolis Stores

Base: 3,682 shoppers or groups



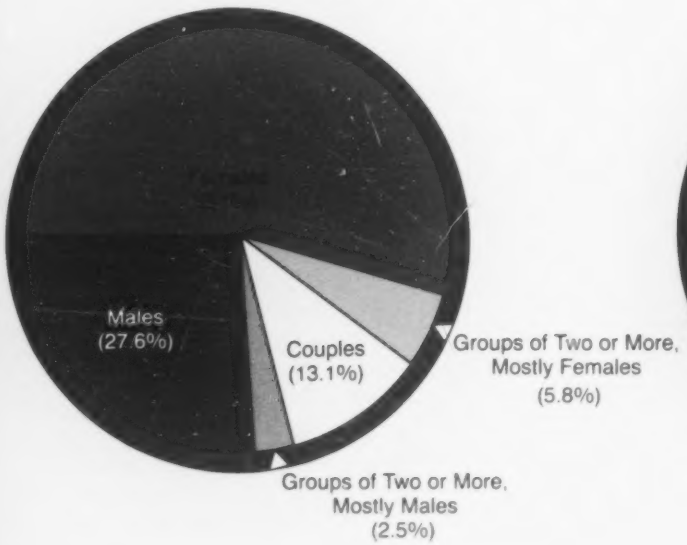
Baltimore Stores

Base: 3,309 shoppers or groups



Houston Stores

Base: 2,601 shoppers or groups



Los Angeles Stores

Base: 4,013 shoppers or groups

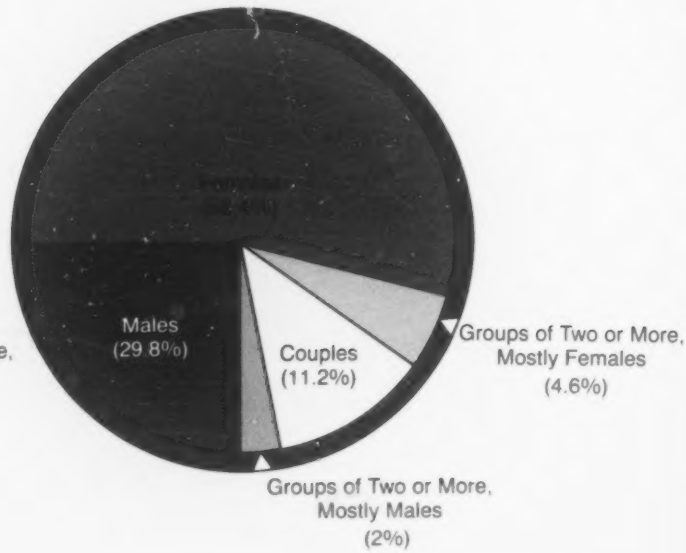
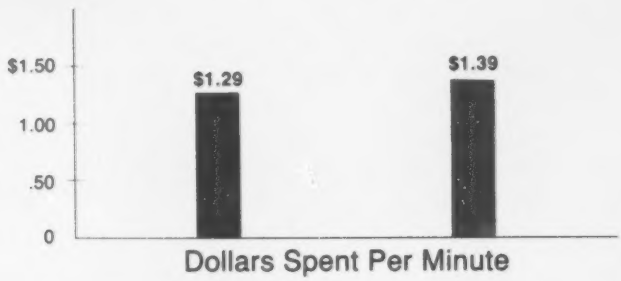
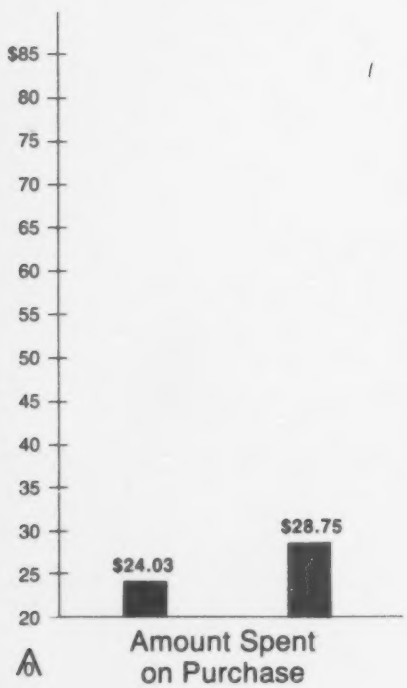
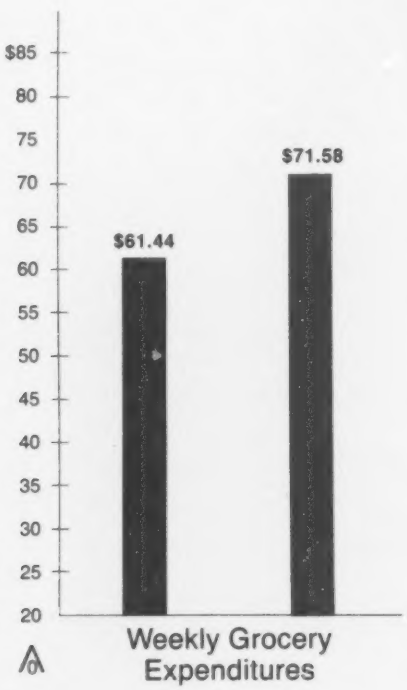
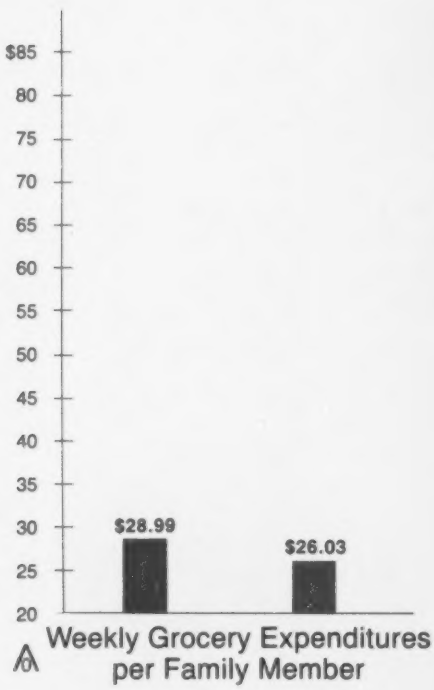


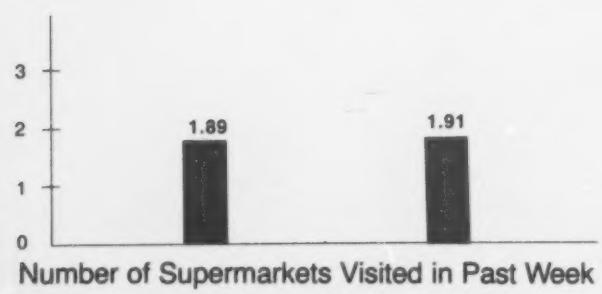
Table 1 Comparison of Shopping Behaviors of Males and Females











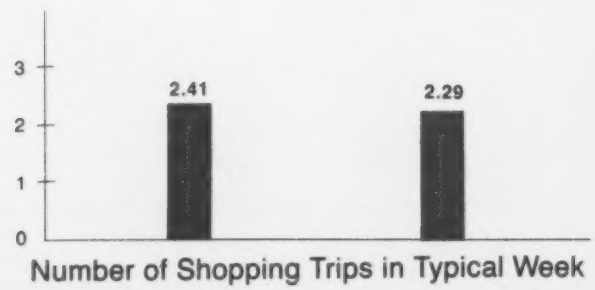


Table 2 Comparison of Mean Responses by Males and Females on Supermarket Shopping Scales

Item
Disagree
Agree
−2
−1
0
+1
+2
"Before going shopping I prepare a shopping list."
"I budget a certain amount to spend on groceries each week."
"I plan my shopping list around items mentioned in newspaper ads."
"I use unit pricing to compare the prices of products."
"I redeem coupons to reduce the price I pay for grocery products."
"I make my purchase selection according to may favorite brand name, regardless of price."
"I use nutritional labeling that is included on some grocery packages."
"I use the product freshness dates which are stamped on some grocery packages."
"I shop a lot for store specials."
"Grocery shopping is a fun way to break out of the normal routine."
"Grocery shopping takes too much time."
"Grocery shopping is an important task for me to perform."
"I look for grocery specials in the newspaper."
"I find myself checking grocery prices even for small items."

Table 2 Responsibility for Food Shopping: Male versus Females

Q. Check the statement which comes closest to describing the responsibility for food shopping in your household.

	Females	Males
	%	%
I do all the food shopping for the household.	72	41
I do more than half, but not all, of the food shopping the household.	25	37
I do half or less than half of the food shopping for the household.	3	22
	100	100

Q. Who shares the responsibility for food shopping in your household?

	Females	Males
	%	%
No one	59	35
Spouse	32	48
Other (parent, child, other relative, roommate, etc.)	9	17
	100	100

Table 4 Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Males versus Females

Q. Check the statement which comes closest to describing your shopping trip today.

	Females	Males
	%	%
This trip is my regular (weekly or biweekly) shopping trip and this is the only grocery store I will visit.	30	21
This trip is my regular shopping trip, but I will visit several other grocery stores today.	14	13
I came to this grocery store to pick up a few items that I need in the next few days.	49	56
Other	7	10
	100	100

Q. How much of your **regular** food shopping do you do at this supermarket?

	Females	Males
	%	%
All of my regular shopping.	30	30
More than half, but not all, of my regular shopping.	32	21
About half of my regular shopping.	17	19
Less than half of my regular shopping.	13	19
Almost none of my regular shopping.	8	11
	100	100

Chapter II:

Grocery Shopping Behavior: Working Women versus Non-working Women

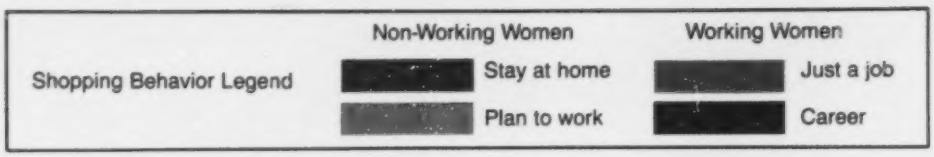
We classified the women who answered our questionnaire into four groups. Two groups were non-working women, labelled as "stay at home" and "plan to work." The other two groups, "just a job" and "career" were working women. The four groups showed marked differences in their attitudes toward supermarket shopping, in their shopping behavior, and in their use of information for shopping.

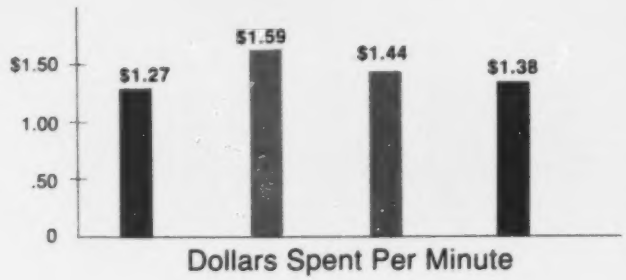
The "stay at home" group spent less money (per week and per family member) on groceries and visited a larger number of supermarkets to perform their shopping than the other three groups of women. The "stay at home" group felt that grocery shopping was a more important task than the other categories of women, and also considered grocery shopping a fun way to break out of the normal routine. As might be expected from these findings, the "stay at home" group planned more (prepared shopping lists, planned shopping lists around newspaper ads), shopped for store specials in the supermarket and in newspaper advertising more, redeemed coupons more, and checked grocery prices to a greater extent than the other women.

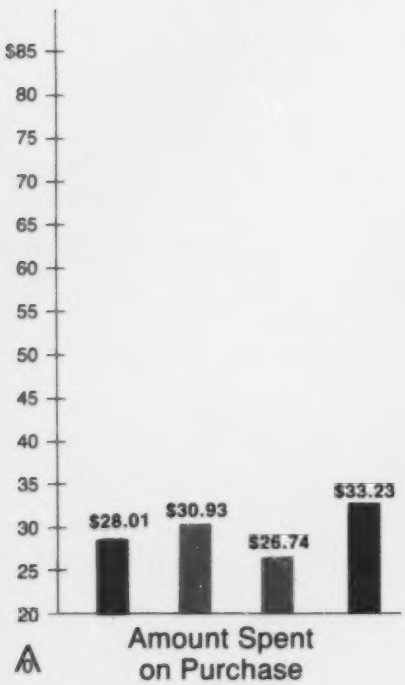
At the opposite extreme on most of these behaviors was the group of career women, who indicated that shopping was neither as enjoyable nor as important to them as to the other groups of women. As shown in Table 7, a smaller percentage of the career women were responsible for all the food shopping in the household (67%) when compared to the "stay at home" group (80%), the "plan to work" group (71%) and the "just a job" group (69%). On most of the shopping scale items listed in Table 6, the career women demonstrated that they emphasize planning, use of information, and economy less than the other three groups.

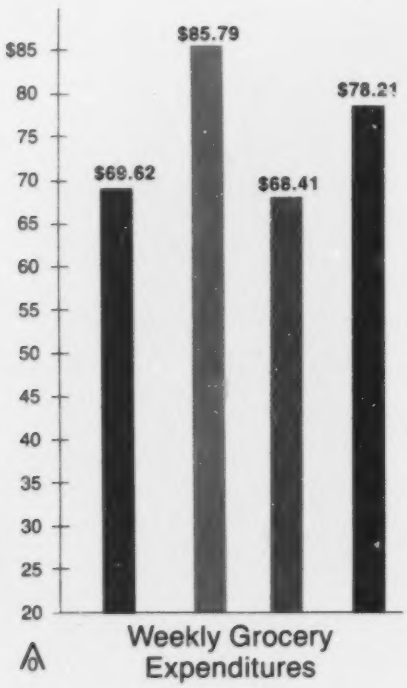
As illustrated in the tables from this chapter, the "plan to work" and "just a job" groups of women usually fell between two extremes of "stay at home" and "career" women on the shopping behaviors and attitudes.

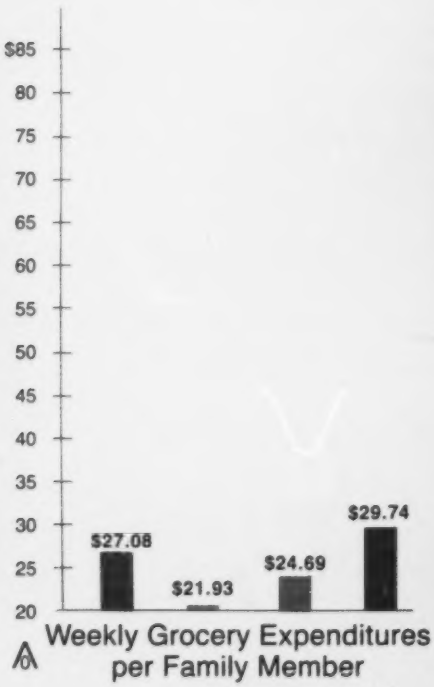
Table 5 Comparison of Shopping Behaviors of Working and Non-Working Women

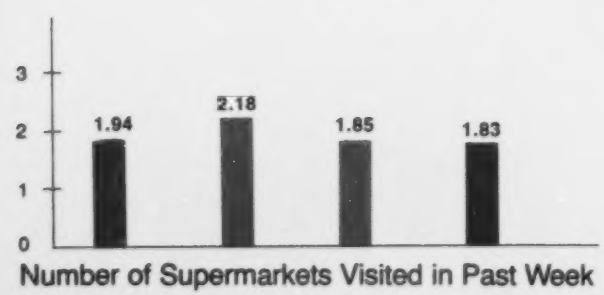












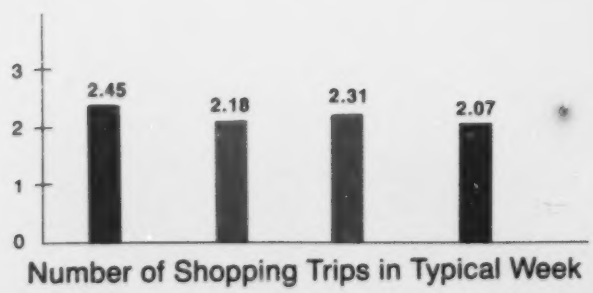
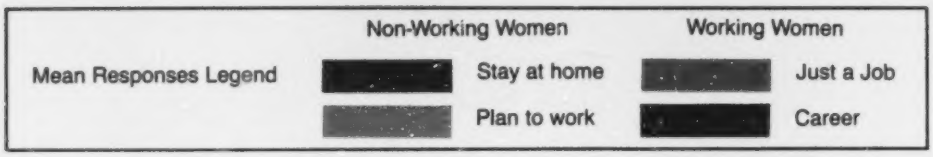


Table 6 Comparison of Mean Responses by Working and Non-Working Women on Supermarket Shopping Scales



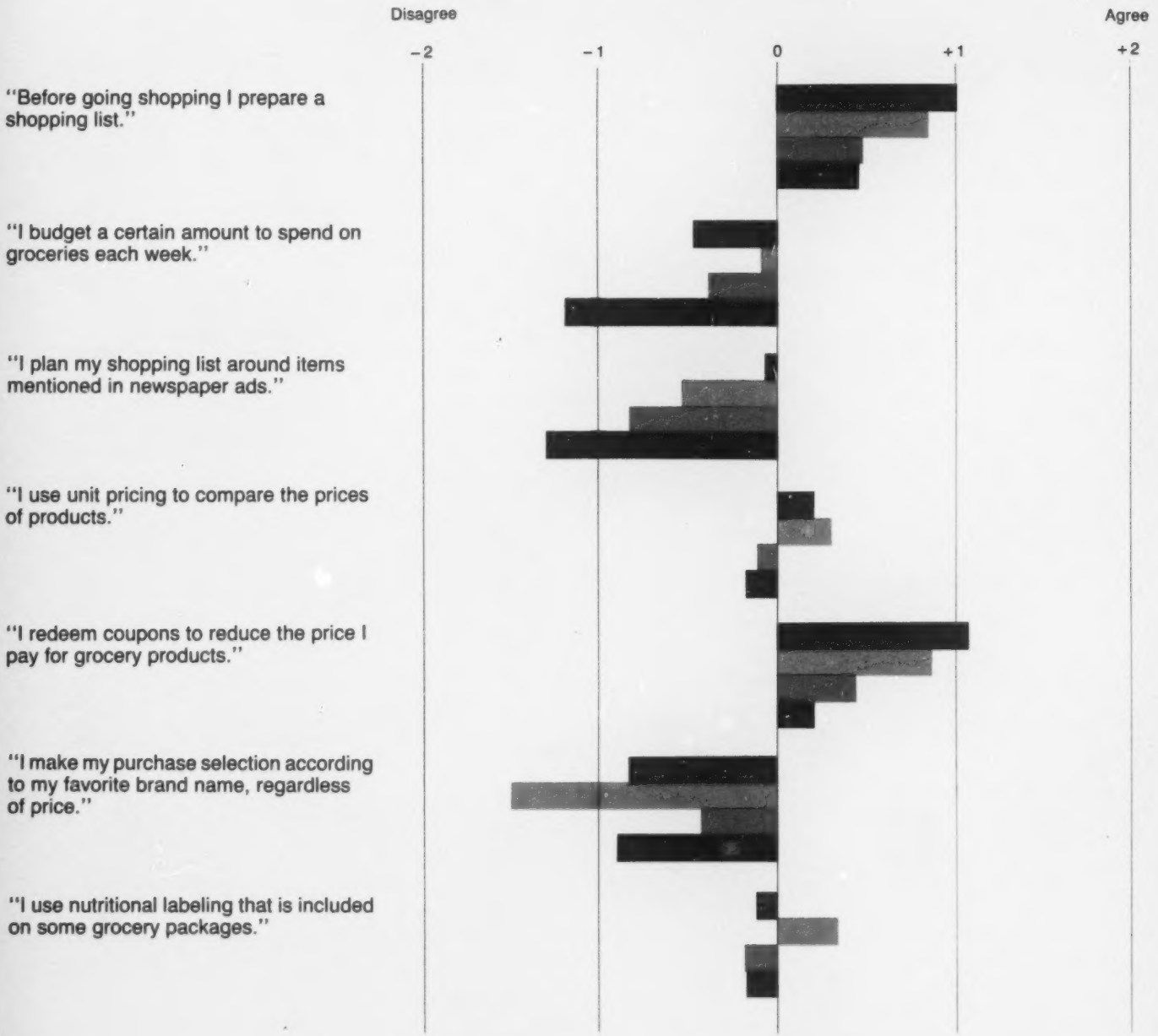
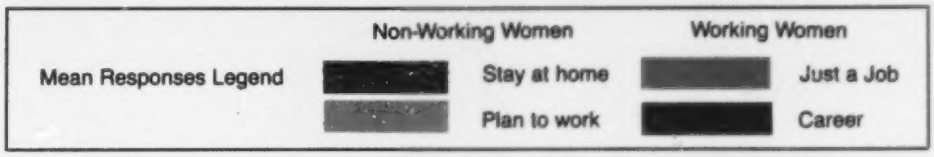

Disagree
Agree
−2
−1
0
+1
+2
"Before going shopping I prepare a shopping list."
"I budget a certain amount to spend on groceries each week."
"I plan my shopping list around items mentioned in newspaper ads."
"I use unit pricing to compare the prices of products."
"I redeem coupons to reduce the price I pay for grocery products."
"I make my purchase selection according to my favorite brand name, regardless of price."
"I use nutritional labeling that is included on some grocery packages."

Table 6 Comparison of Mean Responses by Working and Non-Working Women on Supermarket Shopping Scales *(Con't.)*



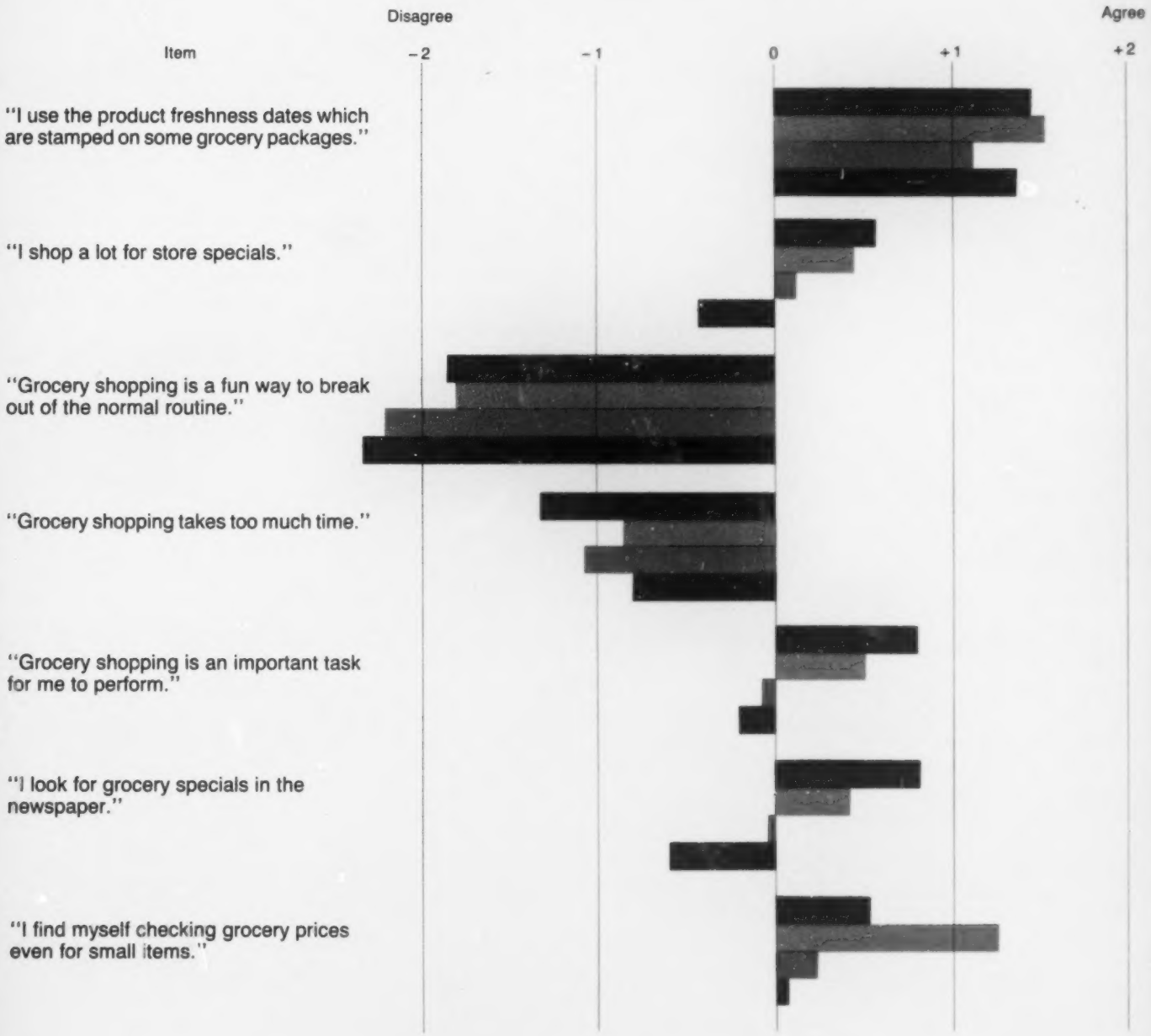

Disagree
Agree
Item
-2
-1
0
+1
+2
"I use the product freshness dates which are stamped on some grocery packages."
"I shop a lot for store specials."
"Grocery shopping is a fun way to break out of the normal routine."
"Grocery shopping takes too much time."
"Grocery shopping is an important task for me to perform."
"I look for grocery specials in the newspaper."
"I find myself checking grocery prices even for small items."

Table 7 Responsibility for Food Shopping: Working versus Non-working Women

Q. Check the statement which comes closest to describing the responsibility for food shopping in your household.

	Plan to work	Just a job	Career
	%	%	%
I do all the food shopping for the household.	71	69	67
I do more than half, but not all, of the food shopping the household.	28	27	29
I do half or less than half of the food shopping for the household.	1	4	4
	100	100	100

Q. Who shares the responsibility for food shopping in your household?

	Plan to work	Just a job	Career
	%	%	%
No one	46	55	60
Spouse	44	31	34
Other (parent, child, other relative, roommate, etc.)	10	14	6
	100	100	100

Table 8 Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Working versus Non-working Women

Q. Check the statement which comes closest to describing your shopping trip today.

	Plan to work	Just a job	Career
	%	%	%
This trip is my regular (weekly or biweekly) shopping trip and this is the only grocery store I will visit.	24	34	26
This trip is my regular shopping trip, but I will visit several other grocery stores today.	16	8	9
I came to this grocery store to pick up a few items that I will need in the next few days.	54	50	54
Other	6	8	11
	100	100	100

Q. How much of your **regular** food shopping do you do at this supermarket?

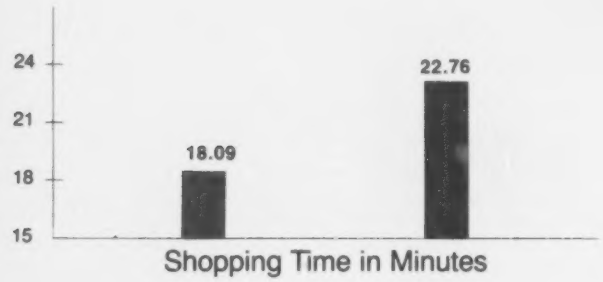
	Plan to work	Just a job	Career
	%	%	%
All of my regular shopping.	16	34	32
More than half, but not all, of my regular shopping.	43	29	28
About half of my regular shopping.	12	16	20
Less than half of my regular shopping.	19	11	12
Almost none of my regular shopping.	10	10	8
	100	100	100

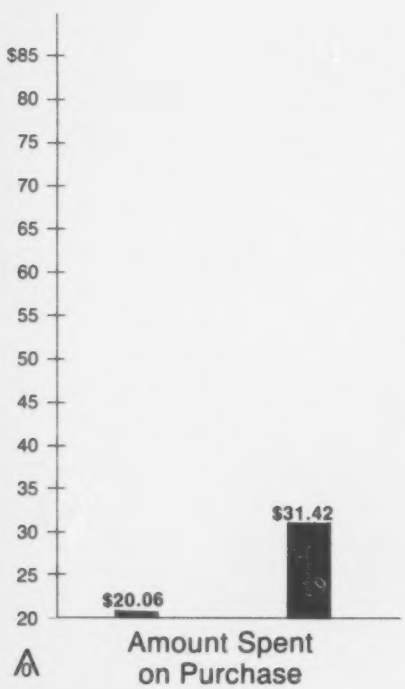
Chapter III:

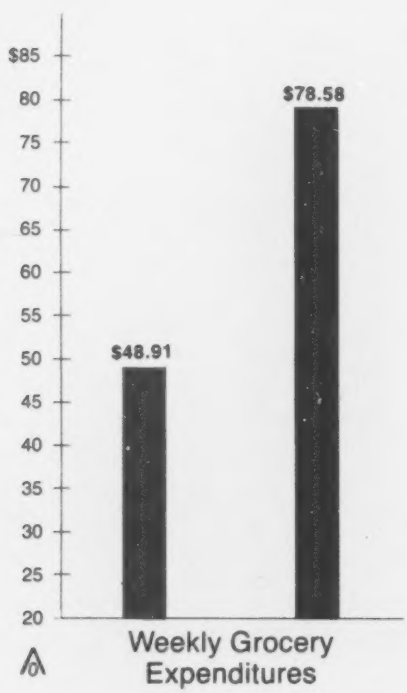
Grocery Shopping Behavior: Married versus Single Shoppers

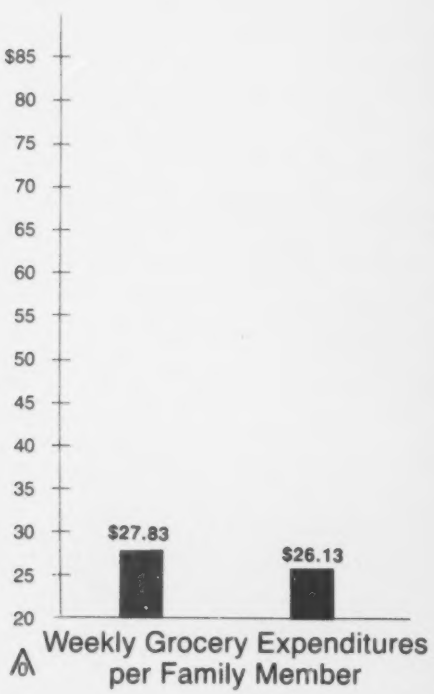
Our survey revealed that married and single shoppers place different emphasis on supermarket shopping. While single people spent about the same amount of money per household member on their food as married people did, they spent less time shopping and less money per shopping trip, per minute, and per week on groceries (Table 9). These findings can largely be explained by the greater number of members in the married people's households. Perhaps because their expenditures were lower, the single shoppers did not view grocery shopping as being an important task to the same degree as the married people did (Table 10). Consequently, they did not prepare shopping lists or use newspaper advertising as much as the married individuals, and did not focus on economy (as evidenced by lower usage of coupons, less checking of grocery prices, and less shopping for store specials) as much as their married counterparts. The single shoppers also claimed less usage of nutritional labelling and product freshness dates in the stores.

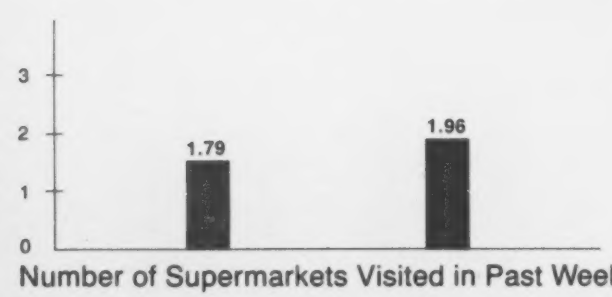
Table 9 Comparison of Shopping Behaviors of Married and Single Shoppers











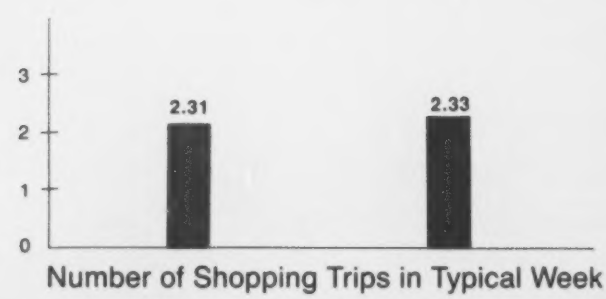
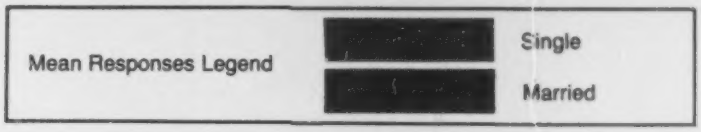


Table 10 Comparison of Mean Responses of Married and Single Shoppers on Supermarket Shopping Scales



Item	Disagree −2	−1	0	+1	Agree +2
"Before going shopping I prepare a shopping list."					
"I budget a certain amount to spend on groceries each week."					
"I plan my shopping list around items mentioned in newspaper ads."					
"I use unit pricing to compare the prices of products."					
"I redeem coupons to reduce the price I pay for grocery products."					
"I make my purchase selection according to may favorite brand name, regardless of price."					
"I use nutritional labelling that is included on some grocery packages."					
"I use the product freshness dates which are stamped on some grocery packages."					
"I shop a lot for store specials."					
"Grocery shopping is a fun way to break out of the normal routine."					
"Grocery shopping takes too much time."					
"Grocery shopping is an important task for me to perform."					
"I look for grocery specials in the newspaper."					
"I find myself checking grocery prices even for small items."					

Table 11 Responsibility for Food Shopping: Married versus Single Shoppers

Q. Check the statement which comes closest to describing the responsibility for food shopping in your household.

	Single	Married
	%	%
I do all the food shopping for the household.	73	62
I do more than half, but not all, of the food shopping the household.	19	31
I do half or less than half of the food shopping for the household.	8	7
	100	100

Q. Who shares the responsibility for food shopping in your household?

	Single	Married
	%	%
No one	67	48
Spouse	0	50
Other (parent, child, other relative, roommate, etc.)	33	2
	100	100

Table 12 Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Married versus Single Shoppers

Q. Check the statement which comes closest to describing your shopping trip today.

	Single	Married
	%	%
This trip is my regular (weekly or biweekly) shopping trip and this is the only grocery store I will visit.	25	30
This trip is my regular shopping trip, but I will visit several other grocery stores today.	9	16
I came to this grocery store to pick up a few items that I will need in the next few days.	58	47
Other	8	7
	100	100

Q. How much of your **regular** food shopping do you do at this supermarket?

	Single	Married
	%	%
All of my regular shopping.	30	30
More than half, but not all, of my regular shopping.	29	29
About half of my regular shopping.	16	18
Less than half of my regular shopping.	15	14
Almost none of my regular shopping.	10	9
	100	100

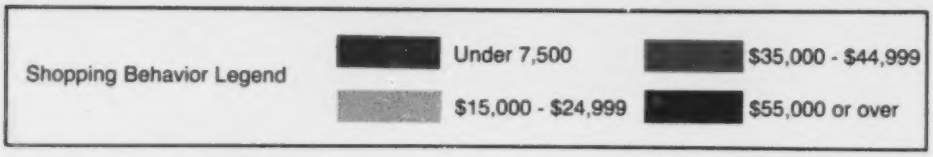
Chapter IV:

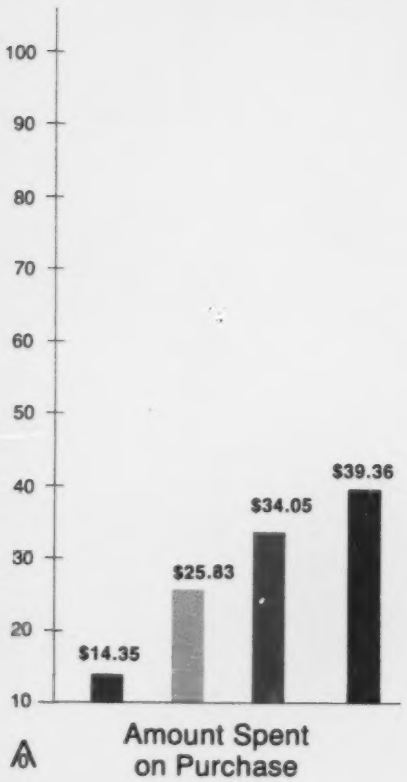
Grocery Shopping Behavior: Income Groups

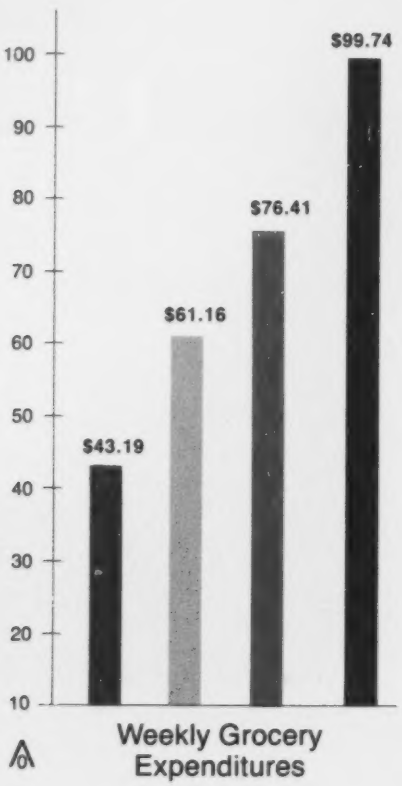
As might be expected, income of the shopper affected shopping behavior and attitudes. The shopper's family income made a difference in the amount of time spent shopping, in the amount of purchase, in the dollars spent per minute in the supermarket, in weekly grocery expenditures, and in the number of supermarkets visited (Table 13). In general, shoppers whose incomes were higher deemphasized budgeting compared to other groups, and engaged in behaviors such as redeeming coupons, shopping for grocery specials in the newspapers and checking prices in the store to a lesser degree than the lower income groups (Table 14). The higher the shoppers' incomes, the more they tended to believe that grocery shopping takes too much time, and the less they viewed grocery shopping as a fun way to break out of the normal routine.

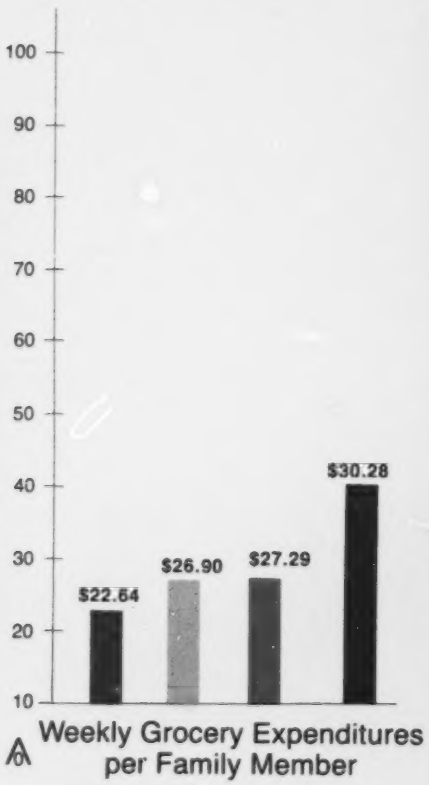
In the following tables, only four income categories have been reported. These were the only ones which showed statistically significant differences.

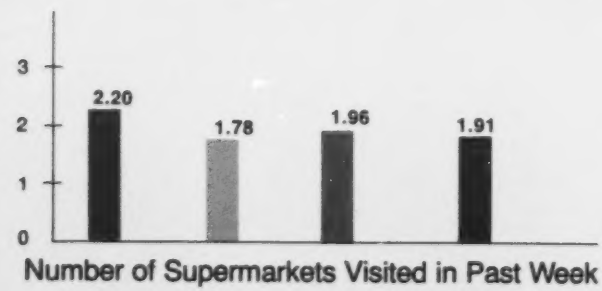
Table 13 Comparison of Shopping Behaviors of Four Income Groups











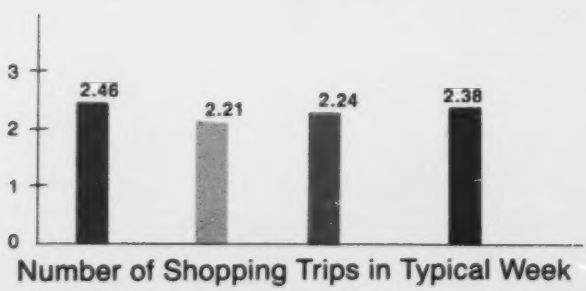
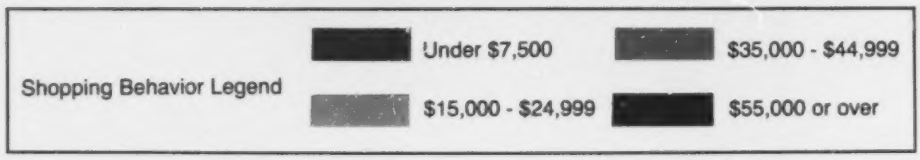


Table 14 Comparison of Mean Responses of Shoppers in Four Income Groups on Supermarket Shopping Scales



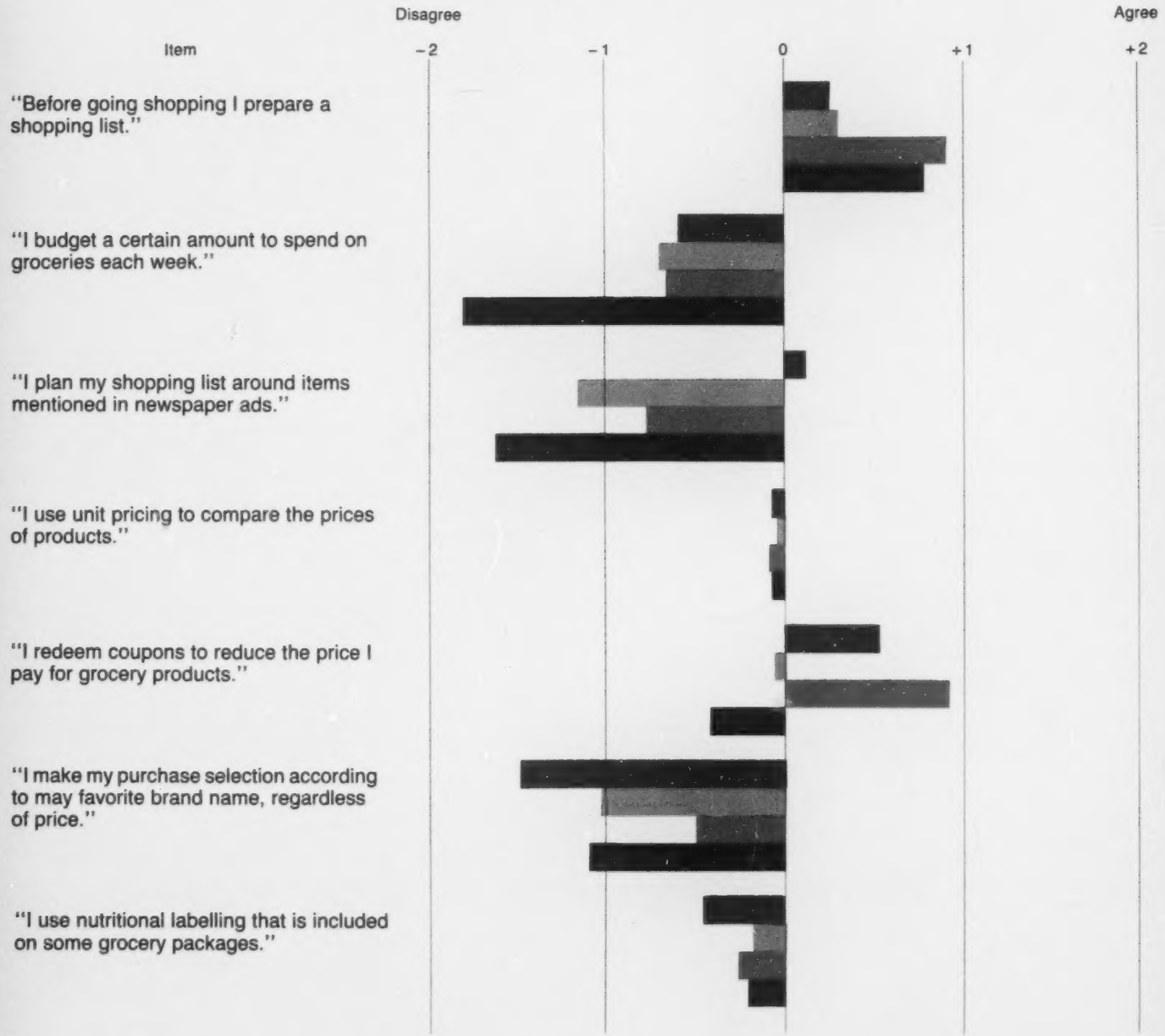
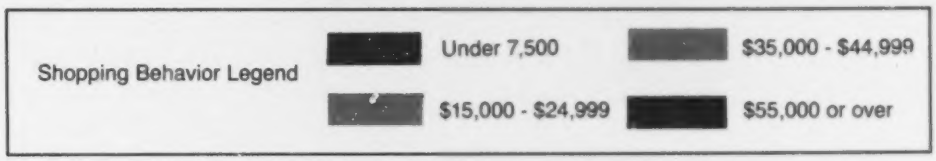

Disagree
Agree
Item
-2
-1
0
+1
+2
"Before going shopping I prepare a shopping list."
"I budget a certain amount to spend on groceries each week."
"I plan my shopping list around items mentioned in newspaper ads."
"I use unit pricing to compare the prices of products."
"I redeem coupons to reduce the price I pay for grocery products."
"I make my purchase selection according to may favorite brand name, regardless of price."
"I use nutritional labelling that is included on some grocery packages."

Table 14 Comparison of Mean Responses of Shoppers in Four Income Groups on Supermarket Shopping Scales *(Con't.)*



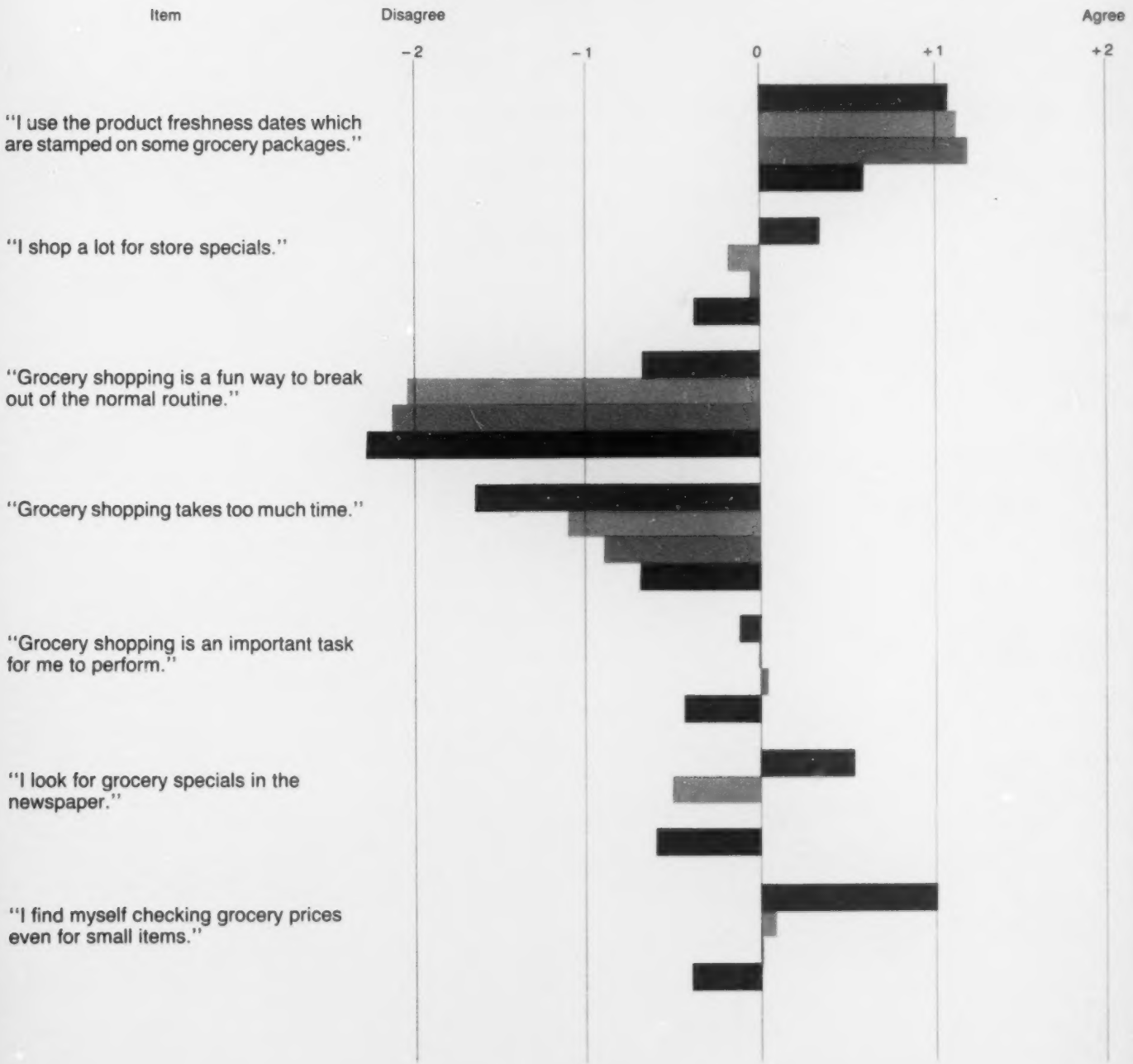

Item
Disagree
Agree
-2
-1
0
+1
+2
"I use the product freshness dates which are stamped on some grocery packages."
"I shop a lot for store specials."
"Grocery shopping is a fun way to break out of the normal routine."
"Grocery shopping takes too much time."
"Grocery shopping is an important task for me to perform."
"I look for grocery specials in the newspaper."
"I find myself checking grocery prices even for small items."

Table 15 Responsibility for Food Shopping: Differences in Income

Q. Check the statement which comes closest to describing the responsibility for food shopping in your household.

	[illegible]	$15,000-$24,999	$35,000-$44,999	$55,000 or over
	[illegible]	%	%	%
I do all the food shopping for the household.	[illegible]	66	63	66
I do more than half, but not all, of the food shopping the household.	[illegible]	32	29	29
I do half or less than half of the food shopping for the household.	[illegible]	2	8	5
	[illegible]	100	100	100

Q. Who shares the responsibility for food shopping in your household?

	[illegible]	$15,000-$24,999	$35,000-$44,999	$55,000 or over
	[illegible]	%	%	%
No one	[illegible]	52	50	59
Spouse	[illegible]	32	42	34
Other (parent, child, other relative, roommate, etc.)	[illegible]	16	8	7
	[illegible]	100	100	100

Table 16 Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Differences in Income

Q. Check the statement which comes closest to describing your shopping trip today.

	[redacted]	$15,000-$24,999	$35,000-$44,999	$50,000 or over
	[redacted]	%	%	%
This trip is my regular (weekly or biweekly) shopping trip and this is the only grocery store I will visit.	[redacted]	29	30	29
This trip is my regular shopping trip, but I will visit several other grocery stores today.	[redacted]	9	14	15
I came to this grocery store to pick up a few items that I will need in the next few days.	[redacted]	53	47	47
Other	[redacted]	9	9	9
	[redacted]	100	100	100

Q. How much of your **regular** food shopping do you do at this supermarket?

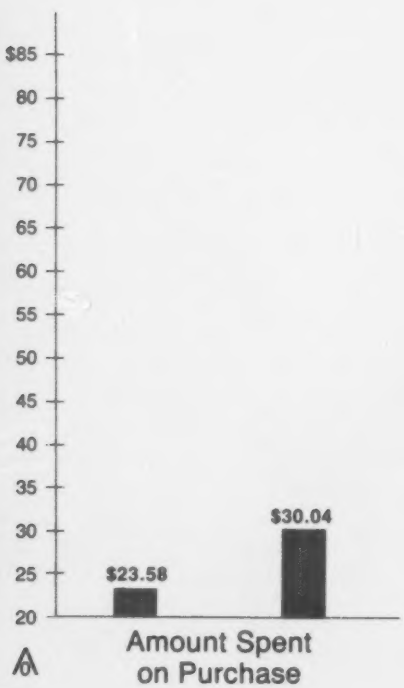
	[redacted]	$15,000-$24,999	$35,000-$44,999	$55,000 or over
	[redacted]	%	%	%
All of my regular shopping.	[redacted]	37	28	30
More than half, but not all, of my regular shopping.	[redacted]	24	33	30
About half of my regular shopping.	[redacted]	12	16	15
Less than half of my regular shopping.	[redacted]	19	14	16
Almost none of my regular shopping.	[redacted]	8	9	9
	[redacted]	100	100	100

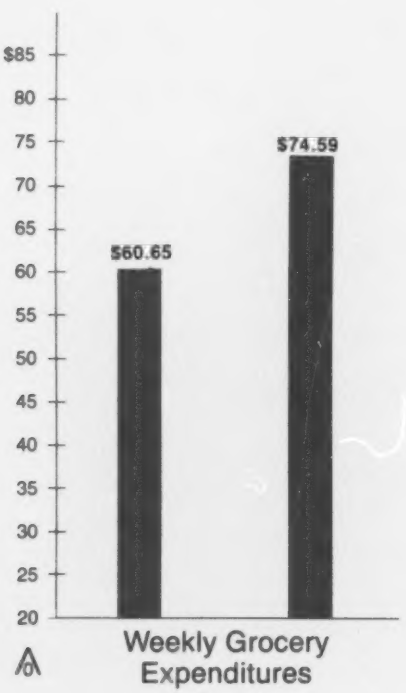
Chapter V:

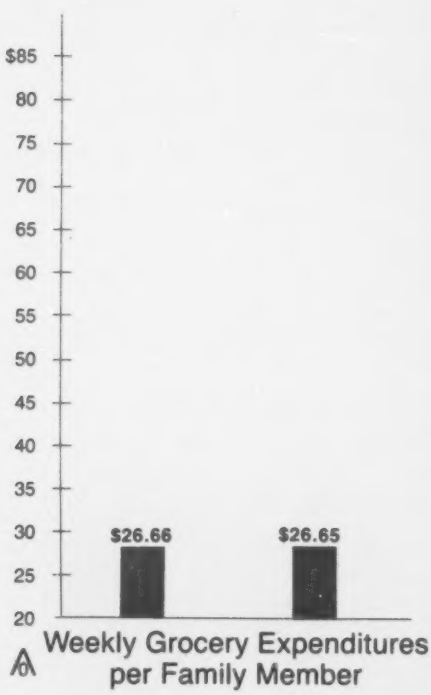
Grocery Shopping Behavior: Urban versus Suburban Shoppers

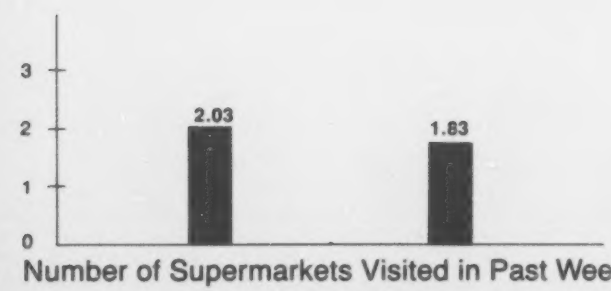
Shoppers in urban and suburban supermarkets differed with respect to budgeting, planning their shopping lists around items mentioned in newspaper ads, redeeming coupons, using product freshness dates, shopping for store specials, and looking in newspaper ads for specials (Table 18). In all cases, urban store customers engaged in these planning and economizing activities more than their counterparts in the suburban stores. The urban shoppers spent less time shopping in the surveyed trip, perhaps because they spent less money (on the present trip, and in weekly grocery expenditures). However, urban customers reported visiting a larger number of supermarkets per week than the suburban customers visited (Table 17).

Table 17 Comparison of Shopping Behaviors of Urban versus Suburban Shoppers









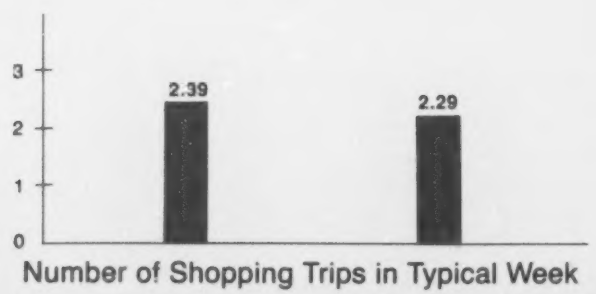


Table 18 Comparison of Mean Responses of Urban and Suburban Shoppers on Supermarket Shopping Scales

Item	Disagree -1	-2	0	+1	Agree +2
"Before going shopping I prepare a shopping list."					
"I budget a certain amount to spend on groceries each week."					
"I plan my shopping list around items mentioned in newspaper ads."					
"I use unit pricing to compare the prices of products."					
"I redeem coupons to reduce the price I pay for grocery products."					
"I make my purchase selection according to my favorite brand name, regardless of price."					
"I use nutritional labelling that is included on some grocery packages."					
"I use the product freshness dates which are stamped on some grocery packages."					
"I shop a lot for store specials."					
"Grocery shopping is a fun way to break out of the normal routine."					
"Grocery shopping takes too much time."					
"Grocery shopping is an important task for me to perform."					
"I look for grocery specials in the newspaper."					
"I find myself checking grocery prices even for small items."					

Table 19 Responsibility for Food Shopping: Urban versus Suburban Shoppers

Q. Check the statement which comes closest to describing the responsibility for food shopping in your household.

	Urban	Suburban
	%	%
I do all the food shopping for the household.	61	68
I do more than half, but not all, of the food shopping the household.	31	25
I do half or less than half of the food shopping for the household.	8	7
	100	100

Q. Who shares the responsibility for food shopping in your household?

	Urban	Suburban
	%	%
No one	54	54
Spouse	36	35
Other (parent, child, other relative, roommate, etc.)	10	11
	100	100

Table 20 Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Urban versus Suburban Shoppers

Q. Check the statement which comes closest to describing your shopping trip today.

	Urban	Suburban
	%	%
This trip is my regular (weekly or biweekly) shopping trip and this is the only grocery store I will visit.	27	29
This trip is my regular shopping trip, but I will visit several other grocery stores today.	22	9
I came to this grocery store to pick up a few items that I will need in the next few days.	44	54
Other	7	8
	100	100

Q. How much of your **regular** food shopping do you do at this supermarket?

	Urban	Suburban
	%	%
All of my regular shopping.	25	33
More than half, but not all, of my regular shopping.	34	27
About half of my regular shopping.	19	16
Less than half of my regular shopping.	12	16
Almost none of my regular shopping.	10	8
	100	100

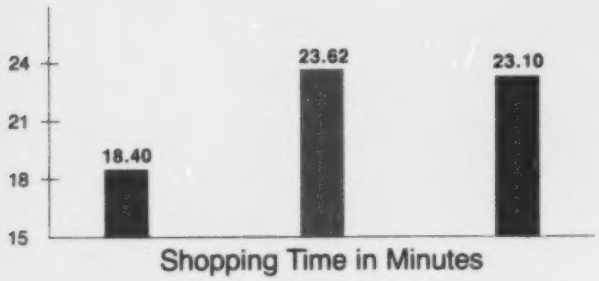
Chapter VI:

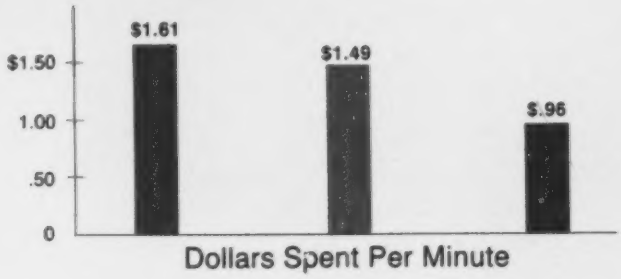
Grocery Shopping Behavior: A Comparison of Three Age Groups

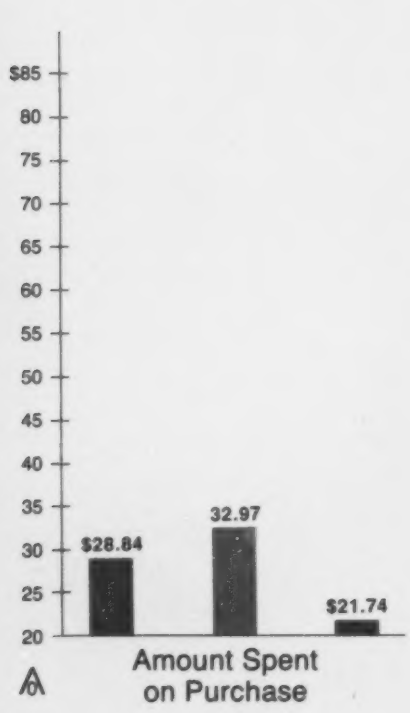
Our survey showed that shoppers of different ages varied in their supermarket shopping behavior and attitudes. Findings indicated that the group of shoppers between 40 and 49 years of age spent considerably more per family member on weekly food expenditures than most of the other groups. Differences were also apparent in the number of stores visited in the week before the survey, and in the number of shopping trips in a typical week. Elderly consumers (65 and over) spent less money per purchase and per week than other groups, but did not spend less per family member. The elderly group spent more time in the supermarket than the other groups, partly explained by findings that indicated that their attitudes differed from the other groups. Elderly consumers agreed more with the statements, "Grocery shopping is a fun way to break out of the normal routine," and "Grocery shopping is an important task for me to perform," while disagreeing more than the other groups with the statement, "Grocery shopping takes too much time." The elderly also reported the greatest amount of planning (including preparation of a shopping list, budgeting, planning a list around items mentioned in newspaper ads, and looking for specials in the newspaper), the highest usage of information (unit pricing, product freshness dates, and newspaper advertising) and the greatest emphasis on economy (shopping for store specials, checking grocery prices, use of coupons). In contrast, the youngest group (18-24), showed the lowest emphasis on planning in terms of preparing shopping lists and using newspaper advertising, lowest usage of pricing and product freshness dates, and lowest amount of shopping for store specials. The youngest group disagreed more with the statement, "Grocery shopping is an important task for me to perform," and agreed more with the statement, "Grocery shopping takes too much time," than any other age group.

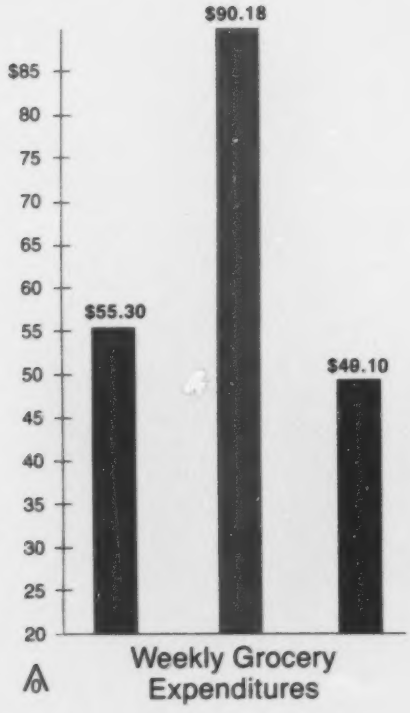
In the following tables only three age groups have been reported. These were the only ones which showed statistically significant differences.

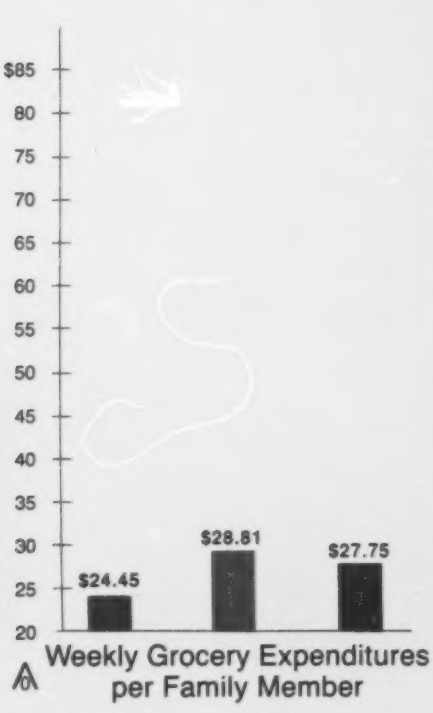
Table 21 Comparison of Supermarket Behaviors of Shoppers in Three Age Groups

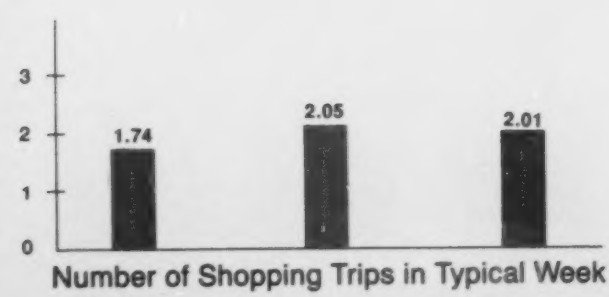












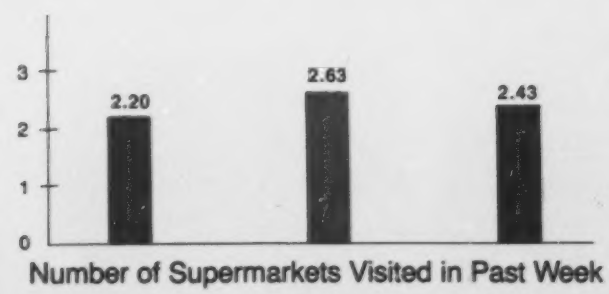
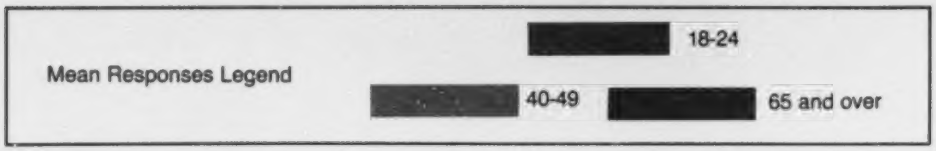


Table 22 Comparison of Mean Responses of Shoppers in Three Age Groups on Supermarket Shopping Scales



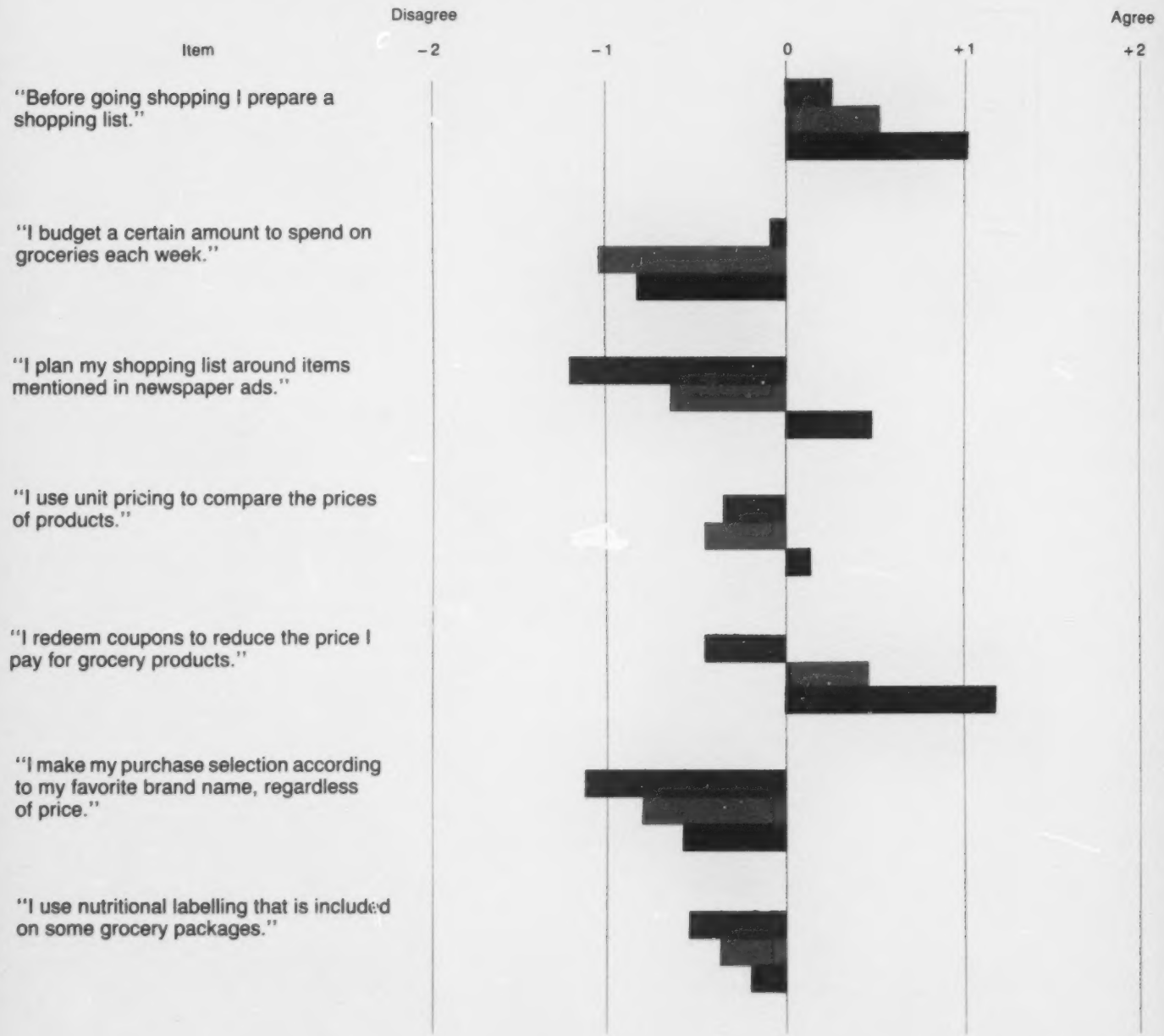
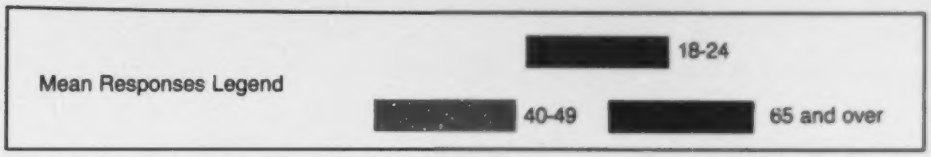

Item
Disagree
Agree
-2
-1
0
+1
+2
"Before going shopping I prepare a shopping list."
"I budget a certain amount to spend on groceries each week."
"I plan my shopping list around items mentioned in newspaper ads."
"I use unit pricing to compare the prices of products."
"I redeem coupons to reduce the price I pay for grocery products."
"I make my purchase selection according to my favorite brand name, regardless of price."
"I use nutritional labelling that is included on some grocery packages."

Table 22 Comparison of Mean Responses of Shoppers in Three Age Groups on Supermarket Shopping Scales *(Con't.)*



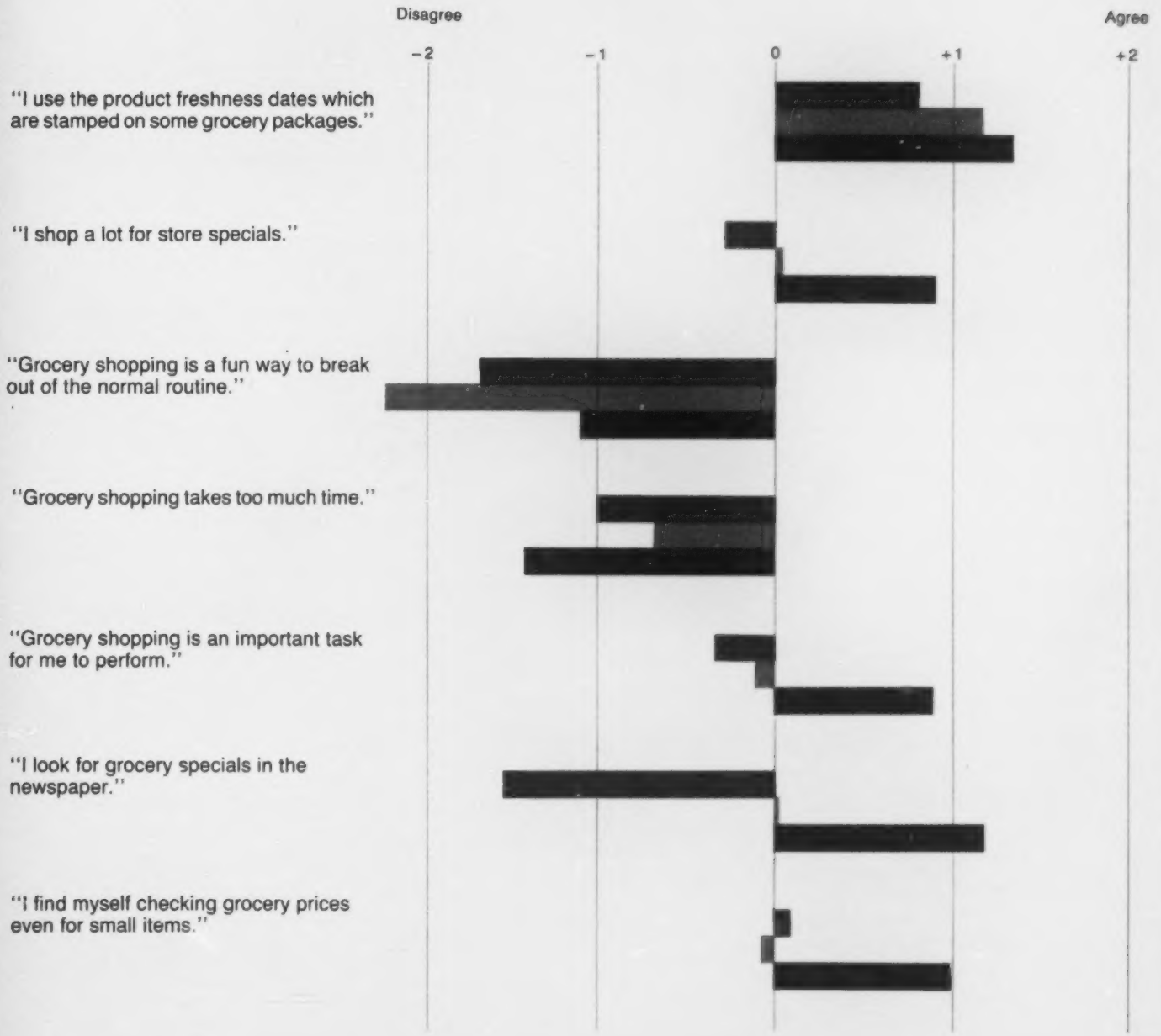

Disagree
Agree
-2
-1
0
+1
+2
"I use the product freshness dates which are stamped on some grocery packages."
"I shop a lot for store specials."
"Grocery shopping is a fun way to break out of the normal routine."
"Grocery shopping takes too much time."
"Grocery shopping is an important task for me to perform."
"I look for grocery specials in the newspaper."
"I find myself checking grocery prices even for small items."

Table 23 Responsibility for Food Shopping: Three Age Groups

Q. Check the statement which comes closest to describing the responsibility for food shopping in your household.

	40-49	65 or over
	%	%
I do all the food shopping for the household.	68	68
I do more than half, but not all, of the food shopping the household.	29	25
I do half or less than half of the food shopping for the household.	3	7
	100	100

Q. Who shares the responsibility for food shopping in your household?

	40-49	65 or over
	%	%
No one	54	57
Spouse	41	37
Other (parent, child, other relative, roommate, etc.)	5	6
	100	100

Table 24 Description of Today's Shopping Trip and Amount of Shopping at Test Supermarkets: Three Age Groups

Q. Check the statement which comes closest to describing your shopping trip today.

	18-24	40-49	65 or over
	%	%	%
This trip is my regular (weekly or biweekly) shopping trip and this is the only grocery store I will visit.	25	28	36
This trip is my regular shopping trip, but I will visit several other grocery stores today.	16	18	23
I came to this grocery store to pick up a few items that I will need in the next few days.	52	48	39
Other	7	6	2
	100	100	100

Q. How much of your **regular** food shopping do you do at this supermarket?

	18-24	40-49	65 or over
	%	%	%
All of my regular shopping.	26	25	30
More than half, but not all, of my regular shopping.	21	33	28
About half of my regular shopping.	20	19	20
Less than half of my regular shopping.	14	16	17
Almost none of my regular shopping.	10	7	5
	100	100	100

Methodology

The data for this survey were collected in twelve supermarkets in four cities (Minneapolis, Houston, Baltimore, and Los Angeles) between May 27 and July 10, 1982. All shoppers in the stores were observed on three days (Thursday, Friday, and Saturday) to obtain the counts of males and females. For the remaining data, 1,433 shoppers over 17 years of age in the twelve stores were intercepted using a random selection process and observed to obtain information on amount of time spent shopping and amount of purchase. Selection was limited to Thursdays, Fridays, and Saturdays to try to capture the shopper's principal weekly shopping trip. Each of these shoppers was also asked to complete a questionnaire about his or her shopping habits, use of information in the supermarket, and demographic characteristics. Of the original 1,433 shoppers, 981 (68.5%) completed the questionnaire either in the supermarket or in their homes.

Profiles of the total sample follow.

Table 25 Summary Profile of Shoppers in the Sample

Sample Characteristics	% of Shoppers	% of Shoppers
Geographic Location		
Minneapolis	283	20
Baltimore	427	30
Houston	347	24
Los Angeles	376	26
	1,433	100%

Urban/Suburban Location		
Urban	519	36
Suburban	914	64
	1,433	100%

Sample Characteristics	% of Shoppers	% of Shoppers
Number of Shoppers in Group		
One	980	69
Two	326	23
Three	91	6
Four or More	20	1
No Answer	16	1
	1,433	100%

Day of Week		
Thursday	423	30
Friday	628	44
Saturday	382	26
	1,433	100%

Table 25 Summary Profile of Shoppers in the Sample

Sample Characteristics	% of Shoppers
Response Rate of Shoppers[a]	
Respondents in Store	59
Respondents by Mail	10
Non-respondents	31
	100%
Sex of Shopper	
Male	22
Female	78
	100%

Household Size (# of persons)	
One	14
Two	38
Three	17
Four	18
Five	8
Six or more	5
	100%

Distance from Supermarket	
Under ½ mile	34
Between ½ and one mile	29
More than one but less than five	29
Five miles or more	8
	100%

Sample Characteristics	% of Shoppers
Age of Shoppers	
18-24	12
25-39	42
40-49	16
50-64	19
65 or over	11
	100%

Income of Shoppers	
Under $7,500	<7
$7,500-$14,999	16
$15,000-$24,999	21
$25,000-$34,999	24
$35,000-$44,999	16
$45,000-$54,999	8
$55,000 or over	8
	100%

[a]Remaining sample characteristics were obtained only from shoppers who responded in store or by mail. No data is available on non-respondents.

Table 25 Summary Profile of Shoppers in the Sample *(Con't.)*

Sample Characteristics	% of Shoppers
Highest Grade of School Completed	
1-6	0
7	1
8	1
9	2
10	3
11	3
12	33
13	11
14	12
15	6
16	13
17	4
18	6
19	4
	100%

Marital Status	
Single, widowed, divorced	32
Married	68
	100%

Responsibility for Shopping in Family	
Respondent does all shopping	66
More than half	27
About half	0
Less than half	7
	100%

Sample Characteristics	% of Shoppers
Person Who Shares Responsibility for Food Shopping	
Spouse	54
Child or Parent	35
Other (e.g., roommate)	11
	100%

Description of Today's Shopping Trip	
Regular (weekly or biweekly) trip, only store	29
Regular trip, one of several stores	13
Convenience trip (to pick up a few items)	50
Other	8
	100%

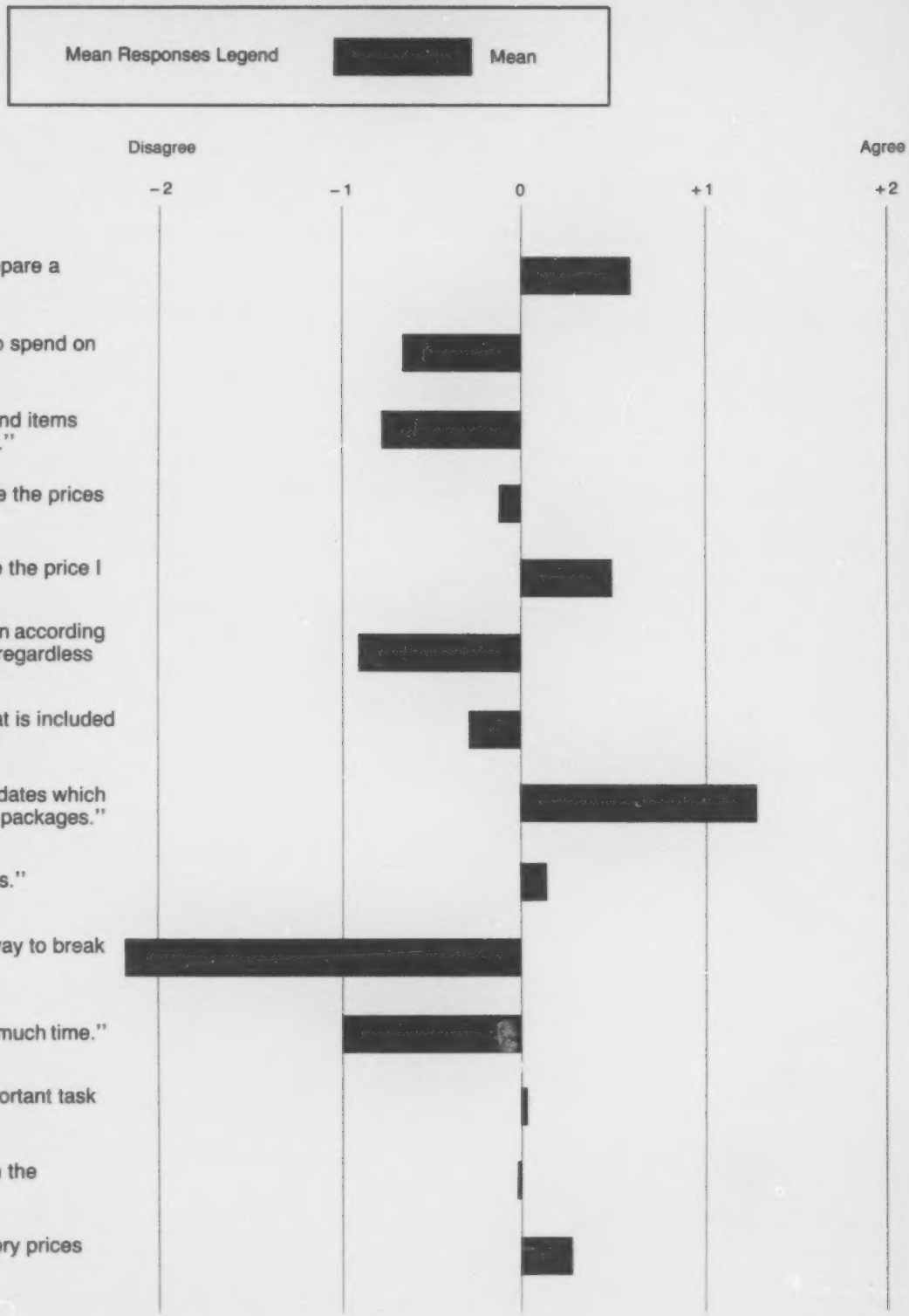
Amount of Regular Shopping at Supermarket	
All	30
More than half, but not all	30
Half	17
Less than half	15
Almost none	8
	100%

Number of Supermarkets Visited This Week	
One	37
Two	41
Three	18
Four	3
Five	1
Six or more	1
	100%

Table 26 Average Responses of Shoppers in Sample

Item	Average	Standard Deviation
Time Spent Shopping in Minutes	20.6	14.5
Amount of Purchase	$26.80	$28.07
Dollars Spent/Minute	$ 1.37	$ 1.58
Number of Stores Visited this Week	1.9	.9
Number of Weekly Shopping Trips	2.32	1.3
Weekly Expenditures on Groceries	$69.42	$37.81

Table 27 Averages for All Shoppers on Items Dealing with Planning, Information, and Economy


Mean Responses Legend
Mean
Disagree
Agree
Item
-2
-1
0
+1
+2
"Before going shopping I prepare a shopping list."
"I budget a certain amount to spend on groceries each week."
"I plan my shopping list around items mentioned in newspaper ads."
"I use unit pricing to compare the prices of products."
"I redeem coupons to reduce the price I pay for grocery products."
"I make my purchase selection according to may favorite brand name, regardless of price."
"I use nutritional labelling that is included on some grocery packages."
"I use the product freshness dates which are stamped on some grocery packages."
"I shop a lot for store specials."
"Grocery shopping is a fun way to break out of the normal routine."
"Grocery shopping takes too much time."
"Grocery shopping is an important task for me to perform."
"I look for grocery specials in the newspaper."
"I find myself checking grocery prices even for small items."

FOOD MARKETING INSTITUTE

1750 K Street, N.W., Washington, D.C. 20006
Telephone: (202) 452-8444 Telex: 892722 FMI USA WSH